Unit 4: Thresholds

(pages 120 - 123)

1. What are the absolute and difference thresholds?
2. How do absolute thresholds differ with age? Explain.
3. Define signal detection theory-
4. Why do we care about it? What types of professions benefit from it?
5. Describe some laboratory research into subliminal persuasion.
6. What were the findings?
7. In regards to difference threshold, explain Weber’s law.